



## Marketing and Communications Director Job Description

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| <b>Job Title:</b> Marketing and Communications Director | <b>FLSA Status:</b> Exempt   |
| <b>Department:</b> Client Services                      | <b>Last Revision Date:</b> 12/21/2023  |
| <b>Reports To:</b> Senior Vice President                | <b>Base Salary Range:</b> \$110,000 to \$131,000;<br>\$119,000 to \$152,000 [Senior] |

**Summary:** The Marketing and Communications Director provides high-level strategic account supervision for an array of clients along with leadership direction to a group of internal team members responsible for account management and development of client deliverables. Working within established company guidelines, procedures, and policies, the Director serves as the communication and marketing leader for a portfolio of clients with a support team of manager(s), specialist(s) and coordinator(s) handling the day-to-day work. This position develops communications and marketing strategies, tactics, and deliverables in alignment with the client's vision, purpose, and values.

### Primary Responsibilities:

- Serves as the communication and marketing leader for all assigned clients
- Works with client to develop communications and marketing strategies, tactics, and deliverables in alignment with goals, vision, purpose, and values
- Participates in regular meetings with clients and internal team members on account deliverables. Develops and maintains positive professional relationships with clients
- Develops original content and ensures that all client materials present a clear, unified, and positive image
- Creates and monitors campaign budgets and scopes of work for all major deliverables
- Communicates budget progress to client and flags any potential issues or concerns
- Collaborates with design team on overarching communication and marketing strategy and related design needs
- Assist with strategy, approach and content creation for new business proposals
- Develops, implements, and maintains consistent processes and approaches for development of deliverables and makes suggestions for process improvement (where needed)
- Lead a group of internal team members responsible for account oversight and creation of client deliverables
- Provide clarity to team members in the areas of process, timelines, budget, and priorities for all client deliverables
- Selects, trains, motivates, and evaluates the performance of staff members
- Monitors the work of staff, provides feedback, and performs coaching and/or counseling as needed
- Communicates and coordinates all activities and priorities with the Senior Vice President
- Maintains an average billable target of 65% or better
- Other duties as assigned

### Knowledge Skills and Abilities:

- Bachelor's degree in communications, public relations, marketing or closely related field
- 12+ years' work experience in marketing or public relations, project management or advertising
- 5+ years of leadership experience; passion for organizational health desired
- Excellent written and oral communication skills; detail-oriented and strong organizational skills
- Advanced ability to adapt to changing priorities and works with a sense of urgency
- Advanced ability to multitask, set project priorities, establish functional goals and objectives for self and team



- Strong computer skills in Microsoft applications (i.e., Excel, Word, PowerPoint, etc.)
- Advanced knowledge of social media platforms, website creation and Adobe products

**Working Conditions:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is usually moderate
- Sufficient clarity of speech and hearing or other communication capabilities, with or without reasonable accommodation, which permits the employee to communicate effectively on the telephone and in person
- Sufficient manual dexterity with or without reasonable accommodation, which permits the employee to frequently operate a personal computer (estimated 80%-100% of the typical workday) and other office equipment
- Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, which permits the employee to work in an office setting and at a computer workstation for an extended period of time
- Ability to sit, and stand, with or without reasonable accommodation
- Ability to lift up to 15 lbs. with or without reasonable accommodation